

## Market Position Exercise

### How might the following market positions be integrated differently throughout all Four Points?

Downtown A specializes in rejuvenating the mind, body and spirit; offering pensive arts, refined entertainment, rural exercise, and elegant relaxation within a revitalized historic setting. Downtown A caters to sophisticated women and their families from throughout the region.

Economic Restructuring? \_\_\_\_\_

Design? \_\_\_\_\_

Promotion? \_\_\_\_\_

Organization? \_\_\_\_\_

Downtown B specializes in establishments that make life simpler. Neighborhood residents, downtown employees, visitors to the many civic gathering spots and rural retirees, have easy and convenient access to the basic products and services they need everyday and want with personal attention from independent businesses.

Economic Restructuring? \_\_\_\_\_

Design? \_\_\_\_\_

Promotion? \_\_\_\_\_

Organization? \_\_\_\_\_

Downtown C specializes in providing home décor and personal adornment products and services with traditional atmosphere; time-honored value; and trusted, personal, and friendly customer service for discerning shoppers within the region and discriminating day trippers from further afield.

Economic Restructuring? \_\_\_\_\_

Design? \_\_\_\_\_

Promotion? \_\_\_\_\_

Organization? \_\_\_\_\_